Purpose:
Campus Currents is designed to reduce email clutter by compiling campus news and events in a clear, organized way into a daily digest email.

Usage Guidelines:
*Campus Currents* is intended to share Villanova-sponsored, on-campus news and events. *Campus Currents* is not to be used for personal promotion or solicitation purposes.

How to Submit Your Information to Campus Currents:
The deadline for submissions is 7 a.m. for that day’s *Campus Currents*. To submit an on-campus event or news item, go to the *Campus Currents* Composition Form, located in the MyNova portal links channel. The form can be accessed by faculty and staff; student groups will need to submit through faculty advisers, when appropriate.

Once you sign into the Composition Form, you must enter the following:

- **Distribution**
  Submissions can go to faculty and staff (the default option) or to just faculty or just staff (by removing a check from the appropriate box).

- **Announcement Type**
  Submissions can be entered in the following categories:
  - Campus News
  - Human Resources Hot Topics
  - Academic Notes
  - Events
  - Mission & Ministry
  - Training & Professional Development
  - Other Information
  - Villanova Athletics
  - In Memoriam (obituaries)

- **Headline**
  - Headlines must be 10 words or fewer.
  - Events must include a date in this format—(Event): (month and date as numerals separated by a forward slash). Example: Lecture: 9/21.
  - Do not include any other information, including time and location, in the headline.
  - Do not use CAPS or exclamation points.

  **Tip:** Titles are most effective when they are short, concise and informational to catch readers’ attention.

- **Message Content**
  - Submissions must be 100 words or fewer.
• Linking to a page on the Villanova Web site with additional information is strongly encouraged, in order to stay within the word limit.
• Content must follow Villanova University Editorial Style Guidelines. Use the frequently updated online style guide for reference: https://www1.villanova.edu/villanova/unicomunication/styleguide.html
• Entries are edited for conciseness and style.
• Do not include html code, images, CAPS or exclamation points.
• Verifying the accuracy of information in submissions is the responsibility of the person submitting.

**Tips:** Campus Currents submissions are most effective when they are brief and concise. Place the most important information first—date, time, location and topic. Using the link for more information allows readers to skim the newswire quickly and get additional details on a relevant web page.

- **Villanova Contact E-mail**
- **Expiration date**
  - Choose whether the announcement is to run for one or two days.

**Approvals/Edits:**
University Communication will handle approvals as well as any necessary edits for clarity and consistency. Submissions will be rejected if they contain content deemed to be inappropriate, or if they have already run in Campus Currents for more than two consecutive days. Announcements may be resubmitted for another two-day run after two weeks. If a message is not approved, its author will be alerted.

**Delivery:**
Campus Currents will be emailed daily, Monday through Friday, except when the University is closed.

**Questions and Help:**
Wondering whether your submission is right for Campus Currents? Have a question about how to best time your Campus Currents submissions? Contact Shawn Proctor, staff writer, University Communication, at shawn.proctor@villanova.edu or (610) 519-5153 (ext. 5153.)